

Consumption Intention Detection

Explicit Consumption
Intention Setup

Consumption Intention
Labelling

Consumption Intention Prediction

User Intrinsic
Preference Learning

Context-aware
Intention Learning

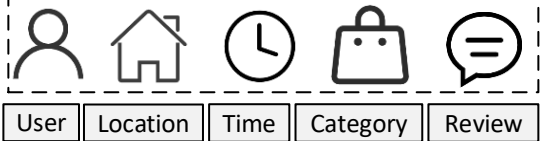
Downstream Applications

Recommender
System

⋮

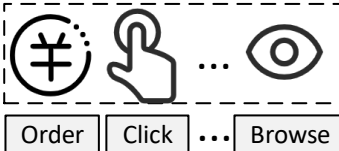
Targeted Marketing

Consumption Data



Input Data

Behavior Data



Context Data

